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NEW BUSINESS INCORPORATIONS INCREASE 4.4 PERCENT IN SEPTEMBER

NEW YORK, Dec. 24--New business incorporations increased 4.4 percent to 47,794 in September 1991 from 45,758 in September 1990, according to The Dun & Bradstreet Corporation.

For the first nine months of 1991, the number of new incorporations fell 4.8 percent to 475,151 from 499,071 in the same period of 1990.

Seven states reported year-to-date increases in new incorporations. Wyoming reported the sharpest increase, up 24.6 percent to 1,064 from 854; followed by Utah, up 19.4 percent to 3,683 from 3,084. Of the 43 states to report year-to-date decreases, Rhode Island recorded the steepest decline, down 19.4 percent to 1,892 from 2,346.

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During the first nine months of the year, eight of the nine U.S. Bureau of the Census Regions reported declines in new incorporations. The East South Central states were the only region to record an increase, up 1.3 percent to 18,966 from 18,723. The sharpest decline occurred in the New England states down 8.9 percent to 22,069 from 24,221; followed by the East North Central states, down 7.2 percent to 62,952 from 67,837; and the Pacific states, down 7.0 percent to 47,396 from 50,957.

Month of September

Of the 32 states to record increases in new incorporations in September, four were greater than 20 percent. The sharpest increase occurred in Alabama, up 109.9 percent to 571 from 272; followed by Nebraska, up 58.7 percent to 265 from 167; and Idaho, up 31.2 percent to 143 from 109.

During the month of September, 18 states reported decreases in new incorporations. The steepest decline was recorded in Ohio, down 27.1 percent to 1,117 from 1,532.

Five of the nine U.S. Bureau of the Census Regions reported increases in new incorporations in September. The greatest increase was reported in the East South Central states, up 25 percent to 2,024 from 1,619; followed by the West North Central states, up 15.2 percent to 2,561 from 2,223; and the Pacific States, up 10.8 percent to 4,902 from 4,425.

The largest number of new incorporations in September was reported in Florida, with 6,664; followed by New York, with 4,660; and California, with 3,011.

The Dun & Bradstreet Corporation is the world's largest marketer of business information and related services, with worldwide revenue of $4.3 billion in 1990.

(See Attached Tabular Data)

NEW BUSINESS INCORPORATIONS BY STATES AND GEOGRAPHIC REGIONS
(Not Seasonally Adjusted)

	Sep 1991	Aug 1991	% Change Aug 1991 Sep 1991	Sep 1990	% Change Sep 1990 Sep 1991	Total Nine Month(s) 1991	1990	% Change 9 Month(s) 91-90
NEW ENGLAND	2,133	2,383 E	-10.5	2,184	-2.3	22,069 E	24,221	-8.9
Maine	179	187	-4.3	164	9.1	1,785	1,845	-3.3
New Hampshire	206	222	-7.2	184	12.0	1,759	2,045	-14.0
Vermont	124	121	2.5	101	22.8	1,158	1,292	-10.4
Massachussetts	868	937	-7.4	872	-0.5	8,955	9,740	-8.1
Connecticut	573	738 E	-22.4	679	-15.6	6,520 E	6,953	-6.2
Rhode Island	183	178	2.8	184	-0.5	1,892	2,346	-19.4
MIDDLE ATLANTIC	7,973	8,856	-10.0	7,814	2.0	82,609 R	88,100	-6.2
New York	4,660	5,246	-11.2	4,481	4.0	48,398 R	50,650	-4.4
New Jersey	2,076	2,111	-1.7	1,899	9.3	20,805	22,343	-6.9
Pennsylvania	1,237	1,499	-17.5	1,434	-13.7	13,406	15,107	-11.3
EAST NORTH CENTRAL	6,382	6,732	-5.2	6,498 R	-1.8	62,952	67,837	-7.2
Ohio	1,117	1,336	-16.4	1,532	-27.1	13,448	14,250	-5.6
Indiana	835	832	0.4	750 R	11.3	7,661	8,717	-12.1
Illinois	2,302	2,399	-4.0	2,249	2.4	21,665	22,229	-2.5
Michigan	1,714	1,632	5.0	1,475	16.2	14,885	17,161	-13.3
Wisconsin	414	533	-22.3	492	-15.9	5,293	5,480	-3.4
WEST NORTH CENTRAL	2,561	2,548	0.5	2,223	15.2	24,572 R	25,036	-1.9
Minnesota	742	729	1.8	634	17.0	7,327	7,413	-1.2
Iowa	348	332	4.8	301	15.6	3,389	3,201	5.9
Missouri	766	807	-5.1	661	15.9	7,251	7,578	-4.3
North Dakota	68	65	4.6	73	-6.8	613	664	-7.7
South Dakota	74	66	12.1	86	-14.0	751	839	-10.5
Nebraska	265	243	9.1	167	58.7	2,369 R	2,178	8.8
Kansas	298	306	-2.6	301	-1.0	2,872	3,163	-9.2
SOUTH ATLANTIC	14,543 E	15,767 E	-7.8	13,330 E-R	9.1	138,904 E-R	145,001	-4.2
Maryland	1,177	1,409	-16.5	1,217	-3.3	12,384	12,790	-3.2
Delaware	2,275	2,390	-4.8	2,160	5.3	22,004	22,480	-2.1
Washington D.C.	188 E	188 E	0.0	188 E	0.0	1,692 E	1,692	0.0
Virginia	1,323	1,408	-6.0	1,242	6.5	12,841	13,408	-4.2
West Virginia	186	182	2.2	173	7.5	1,736	1,933	-10.2
North Carolina	801	1,070	-25.1	869	-7.8	8,922	9,383	-4.9
South Carolina	446	550	-18.9	536	-16.8	4,381	5,251	-16.6
Georgia	1,483	1,647	-10.0	1,332	11.3	13,471	14,364	-6.2
Florida	6,664	6,923	-3.7	5,613 R	18.7	61,473 R	63,700	-3.5

NEW BUSINESS INCORPORATIONS BY STATES AND GEOGRAPHIC REGIONS
(Not Seasonally Adjusted)

	Sep 1991	Aug 1991	% Change Aug 1991 Sep 1991	Sep 1990	% Change Sep 1990 Sep 1991	Total Nine Month(s) 1991	1990	% Change 9 Month(s) 91-90
EAST SOUTH CENTRAL	2,024	2,071	-2.3	1,619	25.0	18,966	18,723	1.3
Kentucky	529	563	-6.0	492	7.5	5,071	5,094	-0.5
Tennessee	631	718	-12.1	587	7.5	6,289	6,398	-1.7
Alabama	571	486	17.5	272	109.9	4,836	4,578	5.6
Mississippi	293	304	-3.6	268	9.3	2,770	2,653	4.4
WEST SOUTH CENTRAL	3,865	4,752	-18.7	4,184	-7.6	43,049 R	44,316	-2.9
Arkansas	347	422	-17.8	418	-17.0	3,970	4,843	-18.0
Louisiana	686	596	15.1	665	3.2	6,939 R	7,112	-2.4
Oklahoma	522	610	-14.4	509	2.6	5,382 R	5,467	-1.6
Texas	2,310	3,124	-26.1	2,592	-10.9	26,758	26,894	-0.5
MOUNTAIN	3,411	3,857	-11.6	3,481	-2.0	34,634 R	34,880	-0.7
Montana	113	110	2.7	106	6.6	1,139	1,153	-1.2
Idaho	143	132	8.3	109	31.2	1,459	1,487	-1.9
Wyoming	114	118	-3.4	97	17.5	1,064	854	24.6
Colorado	963	1,097	-12.2	891	8.1	10,004	9,313	7.4
New Mexico	190	219	-13.2	198	-4.0	1,976	2,180	-9.4
Arizona	707	847	-16.5	837	-15.5	7,427	7,811	-4.9
Nevada	850	859	-1.0	906	-6.2	7,882 R	8,998	-12.4
Utah	331	475	-30.3	337	-1.8	3,683	3,084	19.4
PACIFIC	4,902 E	4,872 E	0.6	4,425 E	10.8	47,396 E	50,957	-7.0
Alaska	85	102	-16.7	83	2.4	953	1,050	-9.2
Washington	849	897	-5.4	808	5.1	8,567	9,236	-7.2
Oregon	641	605	6.0	582	10.1	6,361	6,571	-3.2
California	3,011	2,952	2.0	2,638	14.1	28,671	31,253	-8.3
Hawaii	316 E	316 E	0.0	314 E	0.6	2,844 E	2,847	-0.1
TOTAL U.S. (unadjusted)	47,794 E	51,838 E	-7.8	45,758 E-R	4.4	475,151 E-R	499,071	-4.8
TOTAL U.S. (seasonally adjusted)	52,234 E	53,222 E	-1.9	52,176 E-R	0.1			

(E) - Estimated
(R) - Revised
Source: Economic Analysis Department, The Dun & Bradstreet Corporation.
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